



LIVE FREE

**2019 French Sales Mission
December 1-5, 2019
Paris and Nantes, France**

The Annual French Sales Mission took place December 1st through 5th in Paris and Nantes, France. New Hampshire Travel & Tourism was accompanied by White Mountains Visitors Bureau and Maine Office of Tourism. Together we met with 19 Product Managers and trained 13 US sales agents.



Delta and Air France currently offer direct flights from Paris, France to Boston, Massachusetts. Air Canada, Delta, Lufthansa and Air France offer direct flights from Paris, France to Montreal, Canada. We discussed itinerary ideas with the Product Managers using both airports as the traveler's main point of entry.

When the French visit New Hampshire, they rent a car or motorcycle and explore on a "fly drive." Small group trips (12 people max) are beginning to be developed more and more.

New Hampshire is appealing to the French because of our history and culture, charming accommodations and B&B's, outdoor activities (hiking, biking, surfing), family friendly attractions, and seafood.



After attending the Sales Mission I found perspective French travelers are engaged and interested in exploring Northern New England during the spring, summer and fall. Multiple agents were looking to develop more experiences and activities for their clients. The new strategy will be sustainable tourism and green tourism in order to reach new targets: millennials.

New Hampshire will need to continue to work with small local lodging establishments, attractions and activity based outfitters to see how they can fit into this new strategy and work together with the operators and/or receptives. Product Managers were also looking for more unique accommodations (glamping/B&B's) in the state.

<u>Currency</u>	<u>Rate</u>
Euro / USD	1.1150

Submitted by: Estlin Loparto